

**The Richmond Group of Independent Management Consultants**  
**Meeting on Saturday 11<sup>th</sup> September 2010 at the Hilton Cobham Hotel**  
 (Directions to the Hilton Cobham Hotel are given at the end)

**AGENDA**

|               |  |  |
|---------------|--|--|
| 09:00 – 09:30 | RG Members' Networking   | Free time for members to meet with each other over coffee.   |
| 09:30 – 09:50 | Welcome and introductions  | David Peregrine-Jones and Frank Hobson   |
| 09:50 – 10:30 | <b>"Visual aids – help or hindrance?"</b><br><b>Gareth Bunn</b>                                      | "Communication – craft or culture Part II"<br>Following on from his presentation at the last RG meeting, Gareth will exam the role of visual aids in the delivery of effective presentations |
| 10:30 – 10:45 | <b>What are they like? – An expat's view of coming to work in the UK</b><br><b>Christina Ovenden</b> | Christina Ovenden will talk about her experience in coming to work and live in the UK with observations on our social mores  |
| 10.45 – 11.15 | Coffee & Networking  |  |
| 11.15 – 12.30 | <b>Leveraging Communities for Business Advantage</b><br><b>- Ian Tomlin</b>                          | Ian will describe why this decade is turning into a battle for communities and how businesses can respond to this new opportunity.   |
| 12.30 onwards | Members' Notice board  | Opportunity for members to promote events and seek support   |
|               | Lunch  | PLEASE book lunch in advance by e-mail to Wendy Grant  |
| 13.00 Onwards | Prospective Members' Forum & Interviews  | This gives guests who may wish to join RG an opportunity to obtain more information. Interviews for prospective RG members are also taking place at this time. Roy Morgan                    |

The meeting cost for non members is £30 inc. VAT; lunch is £10 inc. VAT for all those having lunch. Please book either online using either the link on the email accompanying this agenda or by email to Wendy Grant ([wendy@gtbusinessservices.co.uk](mailto:wendy@gtbusinessservices.co.uk)) to let her know if you are attending, if you will have guests, and if you will be staying to lunch.

***Guests are always very welcome at Richmond Group events***

### ***Before the Coffee Break:***

#### **Visual aids – help or hindrance? – Gareth Bunn**

In our meeting in July, Gareth Bunn addressed us on the subject of spoken word communication – presentation. He described how, in our business of consulting, the primary role of a presenter is to create lasting memory of the ideas being communicated. He introduced us to a design tool devised by Willie Macnair of the Rhetorical Company.

In this follow-up session, Gareth will highlight the problem with visual aids. The word “presentation” has become – quite inappropriately - interchangeable with “PowerPoint”. In the consulting world it is normal for those tasked with delivering a presentation to reach for that ubiquitous tool before even thinking about the outcome being sought. The result is often to see presenters projecting dense documents on to screens and walls.

That is not to say that visual images are not helpful – and at times vital – to assist understanding and memory. One could not conceive of an architect explaining the design of a building without visual images!

But, as Professor Ackoff points out in his book *Management f-LAWS*, “Overheads, slides and PowerPoint projectors are not visual aids to managers. They transform managers into auditory aids to the visuals.”

So, it is time we rethought our approach to using visual aids and ensure that they help rather than hinder.

Gareth runs his own company Gareth Bunn Consulting which specialises in executive coaching, training in communications skills and consulting (mainly bid coaching).

He has also recently become a member of RG.

#### **What are they like? – An expat’s view of coming to work in the UK**

##### **Christina Ovenden**

Christina is from a very small rural town in New Zealand, on the East Coast of North Island. She has a degree in Physiotherapy and almost finished a science degree in Physiology. She worked in Wellington for a couple of years, whilst playing representative rugby in NZ for Otago and Wellington and completing exams in Highland and National Dancing, which she can now judge and teach.

Since arriving in the UK in November 2003, she has been working as a physio at the Teddington Hospital with musculoskeletal outpatients. She has played rugby union for Scotland (25 caps) and rugby league for England (1 cap) and is currently on the reserve list for the next rugby union world cup for Scotland.

## **MAIN PRESENTATION *after the Coffee Break:***

### **Leveraging Communities for Business Advantage - Ian Tomlin**

Communities are playing an ever-increasing role in business. Interest in social networking platforms like Facebook, Twitter and LinkedIn are drawing attention to the ways web and mobile technologies can leverage weak social relationship ties. But the business context of 'communities' is richer and more complex than the skin-deep nature of Twitter.

Over the last 5 years Ian has researched the potential business opportunities to be gained by adopting web-based technologies to **incubate**, **grow** and **harness** communities whether inside, across or beyond the enterprise. In this presentation, Ian will describe why this decade is turning into a battle for communities and how businesses can respond to this new opportunity (and threat).

Based on his book "**Cloud Coffee House**" Ian will suggest how organisations can transition their engagement strategies and ways of working to leverage online communities. He will highlight some of the core concepts found in "Cloud Coffee House" and identify events happening today that are likely to have a direct impact on the Richmond Group audience.

His presentation will provide opportunity for open discussion and debate on some of the key topics and will include interactive presentations of up and coming web-based technologies to enable the formation and support of secure and live online business-centric communities.

Some of the topic threads Ian will present and debate include:

- The power of community
- The impact of social networks on operational excellence
- How in future employers will be able to find a needle of talent in the haystack of the labour market and what on demand resourcing means to employers and employees.
- How most organisations see themselves and why they're wrong.
- Why today's enterprise IT doesn't fit the need anymore. What needs to happen to make IT serve users again?
- Understanding social collaboration technologies that aren't that social!
- Why social operating systems might be the answer to Peter Drucker's riddle of how to achieve a fifty-fold increase in knowledge-worker productivity

Ian is co-founder of NDMC consulting who provide marketing and strategy support to corporates in the areas of "alignment" (fit with evolving market requirements) and "inter-connection" (giving knowledge workers the access to the information they need from wherever it is stored).

He is also CEO of Encanvas Inc, a software developer that provides a powerful and low cost solution to creating interconnectivity between systems within and external to the enterprise, thus giving knowledge workers access to the information they need to be productive.

He is also an author – his first book "Agilization" looked at how enterprises can assure that they are able to evolve and adapt to the changing world outside them. His second book

"Cloud coffee house" looks at how social networking in the cloud will transform the business landscape.

### ***Future Meetings***

| <b>Date</b>            | <b>Pre-coffee</b>  | <b>Main Speaker</b>                                      |
|------------------------|--|--|
| Saturday 13th November | Proposed European Standards in Management Consultancy – Jeremy Webster | "Climb the Green Ladder"<br>Amy Fetzer on sustainability |

Dates of future Saturday meetings are 8<sup>th</sup> January 2011 and 12<sup>th</sup> March 2011

### **Other Richmond Group Notices:**

#### **Richmond Group Evening Meetings**

The next Richmond Group evening meeting is on Tuesday 5<sup>th</sup> October at 6:15pm when Graham Kennedy will be highlighting opportunities in the current economy and ideas for helping the recovery.

THESE MEETINGS ARE HELD AT: The Grosvenor Arms in Grosvenor Street, London W1 4PT. It is within easy walking distance of Bond Street and Oxford Circus stations.

#### **Richmond Group LinkedIn group**

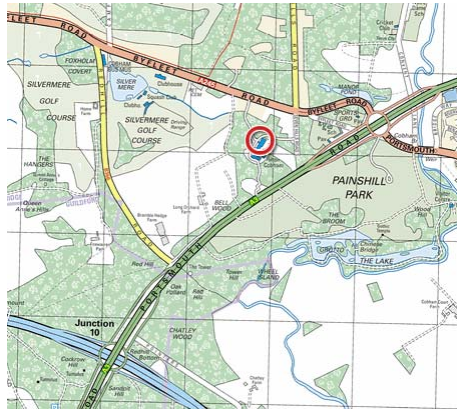
RG's LinkedIn group helps to publicise our meetings and events, and offers a venue for sharing discussion themes that are relevant to independent consultants and their clients, and allows the promotion of other organisations with which we are closely linked.

If you are an independent consultant or thinking of becoming so, or are interested in finding out more about who we are and what we do, please join our LinkedIn group.

To find the Richmond Group in LinkedIn, select 'Groups' from the drop-down button to the left of the search field located at the top-right corner of the LinkedIn home page. Then search on "Richmond Group" (including the double quotes).

**Directions to the Hilton Cobham Hotel**

[http://www.hilton.co.uk/property/1101\\_PreparingToVisit.jsp?hid=11001785](http://www.hilton.co.uk/property/1101_PreparingToVisit.jsp?hid=11001785)



**Hilton Cobham Hotel**

Seven Hills Road South  
 Cobham  
 KT11 1EW  
 United Kingdom  
**Telephone** 44 (0)1932 864471

- M25 to Jn 10
- A3 towards London
- A245 towards Woking
- Left at traffic lights
- Look for the Hilton

- Or from London
- A3 (Kingston bypass) out of London
  - leave at A245 & turn Rt (towards Woking) – it is the last junction before the M25
  - Left at traffic lights
  - Look for the Hilton